



Fortemagna Advisors

Pvt Ltd

ENABLING FUNDRAISING
FOR BUSINESSES



CONTACT US

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COMPANY HIGHLIGHTS

We are an Investment Bank specialized in Raising Capital for Early Stage Businesses

Many business founders find themselves in an uncharted territory when it comes to fundraising. We not only assist founders in raising capital but also coach them & work with them integrally to build a strong business foundation to successfully raise funds.

Our core team which has previously worked in organizations such as JP Morgan, Springboard Ventures & Lead Angels, hand-hold founders throughout the process of fundraising - right from devising a fundraising strategy, preparing investor documents, profiling investors, negotiating valuations to carrying out post funding compliance processes.

Along with carrying out critical & technical fundraising processes, we keenly help founders identify gaps in legal, accounting, tax, operations & marketing that might slow down the investment process. Lastly, we have established credible relationships with a wide band of investors, nurtured over many years, which helps us facilitate relevant investor connects.

We have successfully raised \$30Mn+ for Indian Businesses



Our Most Recent Fundraising Assignment

We raised INR 42 Cr for WorkIndia from investor Xiaomi India in Feb 2020

EXTENSIVE WORK IN STARTUP ECOSYSTEM

Upskilling Entrepreneurs in the Art of Raising Capital - Indian Academy of Venture Capital

We pioneered the initiative Indian Academy of Venture Capital that focuses on educating entrepreneurs on the technicalities of raising capital. We have devised a 16 hour curriculum to help entrepreneurs understand what it takes to raise capital, build a business plan, valuations, deal structuring, legal aspects of fundraising, exits & more. (www.iavc.in)

We have also devised the FundEnable Toolkit, an online repository of fundraising resources which includes our learning content as well as tools & templates for due diligence, cap tables, finance model, pitch book, etc. (iavc.fundenable.com)

1,000+ entrepreneurs trained across 10+ cities in 22+ program editions

Working with DST & AIC Funded Incubators

We are engaged with several Department of Science & Technology, Govt. of India & Atal Incubation Centre funded incubators across India. Our scope of engagement with incubators include - seed fund management, due diligence support for all capital raising transactions, mentoring & capacity building support.

Marquee Incubator Clients



HOW WE FACILITATE FUNDRAISING

We engage with founders for fundraising in 2 Phases

PHASE I - Pre-Investment Preparation

- 01 - Creating a detailed Information Memorandum (IM)
- 02 - Financial Model with 3 to 5 years of projections
- 03 - Valuation (transaction comparable, trade comparable, DCF)
- 04 - Executive Summary
- 05 - Market analysis, placement & size
- 06 - Competitive landscape
- 07 - Investment teaser

PHASE II - Investor Interest to Transaction Closure

- 01 - Profiling of relevant investors and initiating preliminary discussions
- 02 - Support and assistance on management presentations to investor(s)
- 03 - Negotiation assistance and any necessary support to finalize documentation
- 04 - Closing proposed transaction with investor(s)
- 05 - Support in managing pre due diligence (data room review and Q&A assistance)
- 06 - Support to facilitate the evaluation of the proposed transaction (Term Sheet, LOI, etc) by the investor(s) during the entire engagement
- 07 - Coordination of other advisors involved (legal, accounting, tax, etc) provided by the investor(s) or engaged with the company

ASSOCIATED COMMERCIALS

We charge an upfront fixed fee to activate the engagement at the beginning of Phase I and Phase II. On transaction closure at the conclusion of Phase II, we charge a success fee which is a percentage of the total funding amount. Note that the fixed fee of Phase II is discounted from the success fee.

- The success fee is typically 4.5%. The percentage is pre-discussed & mutually agreed upon.
- The success fee is only applicable on the completion of the fundraising process, i.e. when the company receives funding from the investor.
- The upfront fixed fee depends upon the size of funding & subsequent scope of work.

**WE ARE LOOKING FORWARD
TO ASSIST YOU IN YOUR
FUNDRAISING ENDEAVORS!**



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